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Voluntary Public

Date: 10/1/2014

GAIN Report Number:

Peru

Post: Lima

Enticing Peruvians with bold U.S. wine and food pairings

Report Categories:

Wine

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Report Highlights:

FAS Lima's U.S. Food Experience: Beef & Wine reception on August 26, 2014, capped a well-attended two-day long U.S. west coast wines (i.e., California, Oregon, and Washington) business meetings and technical seminar. Over seventy major players within the Peruvian import/distributor community attended the seminar. The participating wineries, along with the U.S. Meat Export Federation, met key wine importers/distributors, renowned chefs, sommeliers, and major food service - hotel/restaurant/institutional (HRI) representatives. FAS Lima estimates that this single event will generate close to \$100,000 in new U.S. wine sales to Peru over the next twelve months.

General Information:

The U.S. Ambassador to Peru, Brian A. Nichols, delivered opening remarks on the growing Peruvian demand for U.S. consumer-oriented food and beverage products at the U.S. Food Experience: Beef & Wine reception, on August 26, 2014. The reception capped FAS Lima's well attended two-day event of business meetings and a technical seminar on U.S. west coast wines (i.e., California, Oregon, and Washington). The event also served as an opportunity to introduce Casey E. Bean, the new FAS Regional Agricultural Counselor, to key office contacts.

Peru's decade's long economic growth is fueling new demand for U.S. high-value products such as wines and beef, pork, and meat products. Peru's sophisticated cuisine is also motivating local chefs and restaurateurs to entice diners with new dishes and U.S. wine pairings. The penetration of supermarket chains into Peru's interior allows U.S. products today to reach an ever wider number of consumers (population 30 million – Central Intelligence Agency, July 2014 estimate).

Calendar year (CY) 2014 (Jan-July) U.S. exports of consumer-oriented products already surpassed \$127 million, up by \$12 million or 6 percent compared to the same period last year. Peruvian demand for U.S. consumer-oriented products at the current rate of growth will likely generate exports surpassing \$224 million by year's end. U.S. consumer-oriented exports to Peru reached a record high of \$212 million in CY 2013.

U.S. wine exports to Peru reached almost 40,000 liters (\$263,000) during CY 2013. U.S. market share is still low accounting for 1 percent. According to FAS Lima sources, future sales of new brands most likely will double in the next three years driven by a well-structured promotion plan for the category.

The seminar and its reception were of invaluable assistance for increasing awareness of the availability of U.S. high-quality wines and how these can be paired with U.S. beef, pork, and meat products. Participating wineries included:

- [Ironstone Vineyards](#) – California
- [Pedroncelli Vineyards](#) – California
- [Eola Hills](#) – Oregon
- [King Estate Winery](#) – Oregon
- [Goose Ridge](#) – Washington
- [Milbrandt Vineyards](#) – Washington

During the one-on-one business meeting session, importers/distributors discussed with the wineries the nuances of the Peruvian market and import procedures. The wineries elaborated on their wines' quality aspects and production prospects, as well their own export readiness. FAS Lima also organized for the wineries a retail tour of the major supermarket chains, wine stores, and key restaurants representative of the Peruvian market and its unique trends.

The technical seminar, organized by FAS Lima and sponsored by U.S. Meat Export Federation (USMEF), brought together over seventy major players within the Peruvian wine and beef import

community. The participating wineries and USMEF had the opportunity to meet with key Peruvian wine importers/distributors, renowned chefs, sommeliers, and major food service – hotel/ restaurant/ institutional (HRI) representatives. The technical seminar, along with the discussion on wine properties, beef cuts, and how to best pair certain wines and foods showcased a six item wine and food paring demonstration.

FAS Lima understands that Peru's wine market supply is roughly 45 million liters, up by some 10 million liters compared to five years ago. We estimate Peru's wine import market in CY 2013 at \$34 million (8.7 million liters) per annum, growing with an annual growth rate of around 70 percent [2009-13]. FAS Lima estimates the overall wine market at about \$85 million. In comparison, U.S. consumers spent over \$21 billion on wine in 2013. At FAS Lima we observe a trend in Peru towards the purchase of higher-value imported wines as consumers' palates become increasingly more sophisticated.

FAS Lima estimates that this single event will generate \$100,000 in new U.S. wine sales to Peru over the next twelve months. U.S. beef, pork, and meat product exports to Peru in CY 2013 reached a record high of nearly \$41 million. At FAS Lima, we expect these product exports in CY 2014 to again reach a similar amount.



Ambassador Brian A. Nichols, participating winery and USMEF representatives, and FAS Lima staff.

Source: U.S. Embassy Lima.